

DECLARATION AND POWER OF ATTORNEY FOR UNITED STATES PATENT APPLICATION

As a below named inventor, I hereby declare that:

My residence, postal address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

Method and System for Learning Consumer Behaviour

the specification of which is attached hereto unless the following box is checked:

— was filed on _____
as United States Patent Application Number _____
or PCT International Patent Application Number _____
and was amended on _____ (if applicable)

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulations, Section 1.56.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that willful false statements may jeopardize the validity of the application or any patent issued thereon.

POWER OF ATTORNEY: As a named inventor I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith (list name and registration number):

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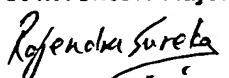
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Full name of sole or first inventor: Rajendra Sureka

Inventor's Signature:



Date: November 14, 2003.

Residential Address: 60, Mandakini, NRI Complex, GK-IV, New Delhi - 110019, India

Citizenship: Indian

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Full name of second joint-inventor, if any: Vishal Singh Batra

Inventor's Signature: Vishal Singh Batra Date: NOVEMBER 14, 2003

Residential Address: I-37 Sector 41, NOIDA (U.P.), PIN: 201303, India

Citizenship: Indian

Postal Address: Same

AUTHORIZATION TO FILE UNITED STATES PATENT APPLICATION

As below named inventor, of an invention initially entitled

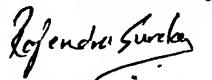
Method and System for Learning Consumer Behaviour

and identified by the above IBM Docket Number, pursuant to 37 CFR, 1.41(C), I/we hereby authorize the attorney or agent designated by IBM Corporation to file on our behalf in the United States Patent and Trademark Office, an application for patent on the above identified invention.

Whereas the title used on the subsequently prepared patent application may vary from the above initial title, the unique docket number identifies the invention.

Full name of sole or first inventor: Rajendra Sureka

Inventor's Signature:



Date: November 14, 2003

Residential Address: 60, Mandakini, NRI Complex, GK-IV, New Delhi - 110019, India

Citizenship: Indian

Postal Address: Same

Full name of second joint-inventor, if any: Vishal Singh Batra

Inventor's Signature:



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